

# City of Blue Lake Strategic Plan

2013-2018

Economic Development

Community Services

Public Safety

Parks and Recreation

Infrastructure

## **City of Blue Lake Mission:**

We are a small, historic, family friendly town with an enhanced quality of life and engaged community located in a natural setting that provides us with recreational, as well as, economic opportunities. The City serves a diverse community of residents, businesses and visitors with a knowledgeable, dedicated, responsive staff under the leadership and support of the City Council. The Council listens to the citizens, acts responsibly and seeks innovative and creative solutions to best meet the challenges before them. Guided by fairness, honesty, integrity and transparency, the City Council and City Staff are responsive to the needs of the community. In doing so, the City of Blue Lake helps insure that we are a thriving, vibrant, healthy community.

Approved by the Blue Lake City Council 10/30/12

# City of Blue Lake Strategic Plan

2013-2018

## Economic Development

### PRIORITIES:

- PROMOTE BLUE LAKE'S IMAGE/VIRTUE AS A DESTINATION FOR BOTH BUSINESSES AND VISITORS/CONSUMERS
- EXPAND BUSINESS IN THE INDUSTRIAL/BUSINESS PARK
- IMPROVE COMMUNICATION AND UNDERSTANDING OF THE BUSINESS COMMUNITY WITH CITIZENS AND CITY
- ADDRESS DOWNTOWN PARKING RESTRICTIONS AND PARKING PLAN

### 2013 –

2<sup>ND</sup> QUARTER (10/1/12 to 12/31/12)

- Review existing ordinances and parking plan and implement revised program for downtown parking

3<sup>RD</sup> QUARTER (1/1/13 to 3/31/13)

- Utilize marketing resources

4<sup>TH</sup> QUARTER (4/1/13 to 6/30/13)

- Hold “open house” in Business Park facilitated by City
- Utilize industrial land use goals and policies where appropriate

### 2014 –

2<sup>ND</sup> QUARTER (10/1/13 to 12/31/13)

- Implement a plan for the City Council business liaison
- Hold study session(s) with business owners

4<sup>TH</sup> QUARTER (4/1/14 to 6/30/14)

- Make effort to attract businesses that are compatible with the community
- Develop a marketing plan
- Develop a brochure about Business Park and downtown areas

### 2015 –

3<sup>RD</sup> QUARTER (1/1/15 to 3/31/15)

- Upgrade infrastructure for undeveloped parcels through grants and other resources

### 2016 –

3<sup>RD</sup> QUARTER (1/1/16 to 3/31/16)

- Change the name to *Blue Lake Business Park* and create new signage
- Make additions and changes to the website to promote Blue Lake image and qualities for both businesses and consumers as a destination

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## Community Services

### PRIORITIES:

- STREAMLINE APPLICATION PROCESSES FOR CITIZENS
- FURTHER DEVELOP SYSTEMS FOR CITY SERVICES AND CITY DEPARTMENTS
- MAINTAIN AND DEVELOP CITY/COMMUNITY WEBSITE

### 2013 –

3<sup>rd</sup> QUARTER (1/1/13 to 3/31/13)

- Institute direct deposit for employee paychecks

### 2014 –

1<sup>st</sup> QUARTER (7/1/13 to 9/30/13)

- Create standardized method of reporting and sharing information between City Council and Commissions, and in turn the community

2<sup>ND</sup> QUARTER (10/1/13 to 12/31/13)

- Investigate funding opportunities for web development
- Train staff for on-going maintenance of city/community website

3<sup>rd</sup> QUARTER (1/1/14 to 3/31/14)

- Create and advertise clear explanation of complaint procedures and processes for residents

4<sup>th</sup> QUARTER (4/1/14 to 6/30/14)

- Make information packages, applications and processes (licenses, permitting, planning and zoning) easier to understand
- Utilize the city/community website to aid navigation of information and applications processes

### 2016 –

2<sup>ND</sup> QUARTER (10/1/15 to 12/31/15)

- Better utilize the website as a resource of information for citizens:
  - Licensing/Permit Zoning/Planning
  - Accessible documents- Applications, Ordinances, Engineering Plans, Agendas, Minutes
  - Use to increase citizen participation

Create systems of better access to city documents (ordinances, emergency plan, resolutions, etc.)

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## Public Safety

### PRIORITIES:

- DEVELOP AND IMPLEMENT EMERGENCY PLANNING
- ACHIEVE BETTER COMMUNICATION ABOUT PUBLIC SAFETY IN BLUE LAKE
- IMPROVE INFRASTRUCTURE SAFETY

### 2013 –

#### 2<sup>ND</sup> QUARTER (10/1/12 to 12/31/12)

- Institute yearly update of Emergency Plan
- Provide community access to Emergency Plan
- Invite key collaborators in Blue Lake public safety to regularly share info with City Council and Community
- Educate community about how to access Humboldt County Sheriff's Office and other public safety services

#### 3<sup>RD</sup> QUARTER (1/1/13 to 3/31/13)

- Assessment of safety needs of City owned properties

- Promote public safety training opportunities for the community (CERT, SCOP, Neighborhood Watch)
- Institute annual public meeting for citizens to provide input about Humboldt County Sheriff's Office services
- Yearly meeting with community about emergency planning

### 2014 –

#### 2<sup>ND</sup> QUARTER (10/1/13 to 12/31/13)

- Invite key collaborators to share information with City Council and community (CERT, Sheriff's Office, Public Safety Commission, County

- Maintain all access roads and alleyways for emergency vehicles

#### 4<sup>TH</sup> QUARTER (4/1/14 to 6/30/14)

- Create assessment of ADA compliance for all City facilities (indoors and out)

### 2015 –

#### 2<sup>ND</sup> QUARTER (10/1/14 to 12/31/15)

Secure MOU's with stakeholders

### 2016 –

#### 3<sup>RD</sup> QUARTER (1/1/16 to 3/31/16)

- Evaluate the use of and complete requirements for CDBG funds for ADA improvements



## Public Safety continued...

### 2016 –

4th QUARTER (10/1/15 to 12/31/15)

- Identify special needs populations in the community

### 2017–

2<sup>nd</sup> QUARTER (10/1/16 to 12/31/16)

- Identify and select critical positions and people to fill emergency positions

4<sup>th</sup> QUARTER (4/1/17 – 6/30/17)

- Improve general safety of city owned properties (business park, trails, corp. yard, etc.)

# City of Blue Lake Strategic Plan

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## Parks and Recreation

### PRIORITIES:

- ✓ SECURE AND SUSTAIN FUNDING
- ✓ PROVIDE ON-GOING CARE AND SUSTAINABILITY OF ALL FACILITIES
- ✓ IMPROVE COMMUNICATION

### 2013 –

3<sup>rd</sup> QUARTER (1/1/13 to 3/31/13)

- Improve outgoing communication to local residents about what is happening through Parks and Recreation
- Develop stronger relationship with residents regarding Park and Recreation program and issues

### 2014 –

1<sup>st</sup> QUARTER (7/1/13 to 9/30/13)

- Improve upkeep and maintenance of trails
- Add materials to trail base/surface for accessibility and safety

### 2015 –

2<sup>nd</sup> QUARTER (10/1/14 to 12/31/14)

- Complete ADA upgrades

3<sup>rd</sup> QUARTER (1/1/15 to 3/31/15)

- Secure funding for upgrades, maintenance and improvements
- Secure funding for staff to support maintenance, programs and site growth
- Develop dedicated revenue source for sustainability
- Resolve issues with operating and capital needs coming from same revenue source

### 2016 –

3<sup>rd</sup> QUARTER (1/1/16 to 3/31/16)

- Complete repairs and improve maintenance/upkeep of Perigot Park

4<sup>th</sup> QUARTER (4/1/16 to 6/30/16)

- Park upgrades – Phase I completed (Finish carpeting Prasch Hall, Paint inside Prasch Hall, remodel kitchen)

### 2018 –

4<sup>th</sup> QUARTER (4/1/18 to 6/30/18)

- Complete park upgrades – Phase II (Paint exterior Prasch Hall)

Note: in 2020, Phase III, Install new gym floor, to be completed

## Infrastructure

### PRIORITIES:

- ✓ DEVELOP A RATE STRUCTURE FOR DOMESTIC, COMMERCIAL AND INDUSTRIAL USERS THAT PROVIDES A LONG TERM PLAN THAT INSURES WATER QUALITY AND INCLUDES RESERVES FOR OPERATIONAL AND CAPITAL NEEDS
- ✓ PURSUE “GOING GREEN” PROJECTS WHEN THE OPPORTUNITIES ARE AVAILABLE
- ✓ ADDRESS TRAFFIC CIRCULATION, SIDEWALK PLANNING, TRAIL AND BIKE NETWORKING TOWARD THE GOAL OF LESS RELIANCE ON FOSSIL FUELS
- ✓ ASSURE LEVEE PROTECTION

### 2013 –

#### 3<sup>rd</sup> QUARTER (1/1/13 to 3/31/13)

- Communicate to citizens issues surrounding levee and flood mitigation
- Incorporate current ADA requirements into all infrastructure improvements
- Conduct a study that encompasses a water rate for all users. Hold public meetings to inform residents and businesses

### 2014 –

#### 1<sup>st</sup> QUARTER (7/1/13 to 9/30/14)

- Review draft of flood insurance rate map and advise residents of its findings

- Create structural evaluation of levee for flood mapping and safety
- Maintain vegetation clearance of levee
- Clarify levee ownership and responsibility for repairs, costs, mandated studies, etc.
- Conduct a study that focuses on sewer study rate for residents, businesses and industrial users

#### 2<sup>ND</sup> QUARTER (10/1/13 to 12/31/13)

Hold public meetings to inform residents and business users of sewer study findings

### 2015 –

#### 1<sup>st</sup> QUARTER (7/1/14 to 9/30/14)

- Implement terms of River Watch Settlement
- Blue Lake Planning Commission zoning and land use regulations updated
- Research and partner with City's affiliations and JPAs for grant opportunities
- Research and partner with county, state and federal agencies that offer grants for green projects



## Infrastructure continued...

### 2015 –

2<sup>nd</sup> QUARTER (10/1/14 to 12/31/14)

- Conduct study for City-wide circulation plan (sidewalks, trails, paths, bike lanes, roads)

4<sup>th</sup> QUARTER (4/11/15 to 6/30/15)

- Utilize \$134,000 Sustainable Energy Grant

- Create a long term capital needs plan for reserves and operational needs (water)
- Create a long term capital needs plan for reserves and operational needs (sewer)

### 2016 –

1<sup>st</sup> QUARTER (7/1/15 to 9/30/15)

- Secure grants for road, sidewalks, trails & transit system expansion

4<sup>th</sup> QUARTER (4/30/16 to 6/30/16)

- Expand and extend bus service